



***Peter Reineck*** has a wealth of experience in chemical industry commercial operations. His expertise includes strategic planning, marketing strategy development and implementation, market and business assessments, and improvement processes.

A seasoned professional with a broad commercial background and leadership experience with global chemical suppliers in North America and the UK, he has a good understanding of industry economics, trends and drivers.

For Marsulex, a major provider of byproduct processing services to refineries and chemical producers, he developed complex econometric models for projects, made numerous business analyses, identified and assessed new technologies, and recommended potential acquisitions. The work involved targeting of prospects for projects, and support of the proposal development process.

Previously, Peter had 8 years of experience in business management roles for BASF in Canada, leading a team of direct sales and technical professionals to build relationships with key customers and corporate R&D, resulting in the introduction of improved products, increased value to customers, and 10% increase in sales in a mature \$35 million business.

He has a BSc Chemistry from UMIST; upon graduation he gained 9 years technical sales and market development experience in the performance chemicals sector in the UK.